

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh Fasilitas, Citra Perusahaan dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Hotel The Sun di Sidoarjo,.

Pengambilan sampel dilakukan dengan metode secara kebetulan (*accidental sampling method*). dengan jumlah sampel yang digunakan sebanyak 100 responden yang sedang menginap atau yang sudah pernah menginap di Hotel The Sun Sidoarjo. Teknik analisis data menggunakan analisis regresi linier berganda dengan menggunakan program SPSS.

Berdasarkan hasil analisis dan pengujian hipotesis dapat disimpulkan: (1) Fasilitas berpengaruh signifikan terhadap Kepuasan Pelanggan Hotel The Sun Sidoarjo, (2) Citra Perusahaan berpengaruh signifikan terhadap Kepuasan Pelanggan Hotel The Sun Sidoarjo, (3) Kualitas Pelayanan berpengaruh signifikan terhadap Kepuasan Pelanggan Hotel The Sun Sidoarjo. Angka *Adjusted R square* sebesar 0.603 menunjukkan bahwa 60,3 persen variabel Kepuasan Pelanggan dapat dijelaskan melalui ketiga variabel independen dalam persamaan regresi. Sedangkan sisanya 39,7 persen dijelaskan oleh variabel lain diluar ketiga variabel yang digunakan dalam penelitian.

Kata kunci: Fasilitas, Citra Perusahaan, Kualitas Pelayanan dan Kepuasan Pelanggan.

ABSTRACT

This research is aimed to determine the influence of facility, corporate image and service quality to the customer satisfaction at The Sun Hotel Sidoarjo.

The sampling has been done by using accidentally method (accidental sampling method), the samples are 100 respondents who are staying or have stayed at The Sun Hotel Sidoarjo. The data has been analyzed by using multiple linear regressions analysis by using SPSS.

The result of multiple linear regressions analysis and hypothesis test i.e.: 1) facility has significant influence on customer satisfaction at The Sun Hotel Sidoarjo, 2) corporate image has significant influence to the customer satisfaction at The Sun Hotel Sidoarjo, and 3) service quality has significant influence to the customer satisfaction at The Sun Hotel Sidoarjo. The value of Adjusted R square is 0.603, it shows that 60.3% of the variables that influence customer satisfaction can be explained by three independent variables in this research. Meanwhile, the remaining 39.7% is explained by other variables which are outside the research.

Keywords: The facility, corporate image, service quality and customer satisfaction.

